



U.S. COMMERCIAL SERVICE — SHANGHAI, CHINA

TRADE MISSION SUPPORT

Promoting your region during a visit to the Shanghai World Expo 2010

If your state or city is planning on organizing a trade mission to visit the 2010 Shanghai World Expo the U.S. Foreign Commercial Service has a variety of services to help assist with business promotion for your region during your visit.

SHANGHAI WORLD EXPO – China will be hosting the Shanghai World Expo in 2010, set to be the largest World Expo in history. The organizers expect more than 70 million visitors will pass through the Expo grounds over six months from May 1 until October 31st. As part of this event, the U.S. Consulate General in Shanghai is expecting that a large number of U.S. Congressional, Governor, state, and city delegations will visit the Expo.

SUPPORT FOR YOUR VISIT – The U.S. Commercial Service exists to support American companies achieve commercial success in overseas markets. In China we offer a wide range of practical services to support business development for U.S. companies throughout all major regions of China.

Our offices will be glad to work closely with you to organize and execute customized business development activities to maximize economic impact for your region. In addition, we will be glad to help plan your trip, organize media events, facilitate local meetings and support visiting the U.S. Shanghai Expo Pavilion.

PACKAGES – The following service packages can be tailored directly to your needs:

- 1) **Investment Promotion** – *(stimulate Chinese business investment into your region)*
- 2) **Tourism Promotion** – *(attract Chinese tourists to your region)*
- 3) **Business Development** – *(help your businesses access the Chinese market)*
- 4) **Education Promotion** – *(attract Chinese students to schools in your state)*

Detailed fliers are available on each of these categories. Services can be provided not only in Shanghai, but also throughout the greater China region by our other posts in Beijing, Guangzhou, Hong Kong, Taipei, Chengdu and Shenyang.

CONTACT – To learn more about how these services can be harnessed to help economic development for your region please contact David Gossack, Principal Commercial Officer of the Shanghai Commercial Service at David.Gossack@mail.doc.gov or by phone at (86) 21-6279-7638. Learn more about China and the Commercial Service at <http://www.buyusa.gov/china/en/>

SERVICE PACKAGES – Contact our trade promotion specialists for more details and explore how each of these services can be adapted to the needs of your region.

<p>Investment Promotion</p> <p><i>Stimulate Chinese investment into your region</i></p> <p>As China’s economy continues to develop local businesses and entrepreneurs are beginning to start investing in the U.S.</p> <p>Channel this investment to your state by organizing an investment promotion event and media coverage. The Commercial Service will work with our local partners to facilitate the event and invite local business leaders interested in investing overseas.</p>	<p>Business Development</p> <p><i>Help your companies access the Chinese market</i></p> <p>The Commercial Service provides a broad range of practical services to help your companies penetrate the Chinese market.</p> <p>Our industry specialists will work closely with your companies to analyze the local market and create entry strategies to get sales in China. Services include conducting company promotions, finding local partners for distribution channels, and more.</p>
<p>Tourism Promotion</p> <p><i>Attract Chinese tourists</i></p> <p>With growing economic prosperity Chinese people are increasingly traveling overseas and the United States is a top destination.</p> <p>Stimulate travel to your region by organizing tourism promotion events and media coverage. The Commercial Service will utilize our existing network and our local partners to help you get the word out about your region to local tourist agencies and travelers.</p>	<p>Education Promotion</p> <p><i>Boost tuition revenue from Chinese students</i></p> <p>An American education provides a strong career advantage to a Chinese professional and local culture places a great emphasis on education.</p> <p>The Commercial Service education team will work with you to help organize education promotion events, generate media coverage, and find local partners to encourage Chinese students to attend school in your region.</p>